Larchmont Village Property Owners Association
200 North Larchmont Boulevard
Los Angeles, California 90004-3703
Phone (626) 584-8007
Fax (626) 584-0961

April 22, 2014

Mr. Eugene Van Cise
Administrative Services
Office of the City Clerk, Room 224
200 North Spring Street
Los Angeles, CA 90012

Dear Mr. Van Cise:

Re: Activity and Budget Report for First Quarter 2014

As required by Section 2 (B) of the Agreement between the City of Los Angeles and the Larchmont Village Property Owners Association, this submittal constitutes the Activity Report for the first quarter of Year XVII (Fiscal Year 2014) of the Larchmont Village Business Improvement District.

The Larchmont Village property-based Business Improvement District (LVPBID), a two block long (1 single, uninterrupted block) corridor, is located within the heart of historic Larchmont Village, bounded on the north by Beverly Boulevard and on the south by First Street. Larchmont Village attracts thousands of tourists each year by its graceful, charming ambience, and also, with its broad range of retail destinations, serves the day-to-day shopping needs of the surrounding residential neighborhood.

The LVPBID was established by City Council ordinance on August 5, 1997. Its first year of operations (and fiscal year) commenced on January 1, 1998 with a Year 1 budget of $40,000 to accomplish the following activities, which addressed the priorities within the Management Plan. On March 9, 2012 the Larchmont Village Business Improvement district was renewed for a period of 10 years, January 1, 2013 to and including December 31, 2022. The first year's budget for the renewal period is $126,000 and the projected budget for 2014 is $136,000.

In broad terms, the purpose and focus of the LVPBID was to upgrade the exterior environment for shoppers, tourists, business owners and their employees. Specifically, this focus included maintaining, as budget allowed, the surface of the sidewalks with regular pressure cleaning; annual trimming of the ficus trees; and providing a sidewalk porter at least one day a week to keep the sidewalks and gutters free of litter.

2014 (1st Quarter) Activities

Improvements and Activities for 2014: The following are the improvements and activities planned for the Larchmont Village Business Improvement District in order by category as listed in the Management District Plan:

1) Streetscape Services (cleaning, litter pickup, landscape upkeep, trash bin cleaning): This program element funds various supplemental streetscape services performed by subcontract vendors within the streetscape areas within the PBID. Included are regular disposal of trash in streetscape bins; streetscape porter services to pick up litter and debris and remove illegal signs and posters on street furniture, trees and poles; monthly pressure washing of trash bin lids and streetscape areas; and, periodic landscape upkeep on an "as needed" basis. It is noted that any public pavement repairs needed within the District are not the responsibility of the PBID. The following describes the projected frequencies of regular streetscape services:

1. One time per week all streetscape areas, landscape wells and planters will be cleaned of all trash and debris.

2. One time per week a street sweeper will sweep the streetscape area. This will be performed between 5 a.m. and 8 a.m.

3. Daily each morning, trash liners will be emptied and bags replaced; all lids will be wiped off.

4. At 3 p.m. each day all liners more than half full will be changed. Also at this time the area around the receptacles will be cleaned of all trash and debris.

5. Monthly pressure washing of all streetscape areas and trash bin lids.

6. Pruning the trees along the sidewalk every other year, starting in 2013.

These supplemental streetscape services directly benefit each parcel within the PBID by creating positive perceptions of the Larchmont Village District as an attractive and pedestrian-friendly shopping and dining area. Regular and professional streetscape care presents a clean and caring appearance of a well managed and successful business center for the direct and special benefit of each parcel within the PBID.

Each supplemental streetscape service assists in beautifying the PBID areas adjacent to each parcel within the PBID and enhances the image of this commercial corridor and the public streetscape areas adjacent to each parcel within it. This activity is designed to increase commerce through increased customers, clients and sales and attract and retain businesses for the benefit of each parcel within the PBID. These supplemental streetscape services will only be provided within the PBID boundaries for the direct benefit of each

parcel within the PBID; therefore these services constitute “special benefits” to each assessed parcel.

The City owned “pay as you park” public parking lot in the PBID will directly benefit from supplemental streetscape services by keeping the area clean and litter-free which, in turn, enhances the desirability of parking vehicles in this public parking lot and increases parking revenues to the City.

2) **Marketing/Promotions:** This program element will include services such as business marketing, media relations, event planning, public relations, economic development and retail recruitment. Funds will also be used for district branding opportunities, promotional materials, including business directories, specialty brochures, maps, visitors’ guides and press releases; upkeep and development of a Larchmont BID website; and annual economic benchmarking research and similar projects. This activity is designed to enhance commerce through increased customers, clients and sales and attract and retain businesses for the direct benefit of each parcel within the PBID boundaries. These marketing/promotion programs will only be provided for each parcel within the PBID boundaries; therefore these services constitute “special benefits” to each assessed parcel.

The City owned “pay as you park” public parking lot in the PBID will directly benefit from marketing/promotion programs by keeping the area clean and litter-free which, in turn, enhances the desirability of parking vehicles in this public parking lot and increases parking revenues to the City.

3) **Physical Amenities** This program element will include physical improvements and enhancements such as street lamp seasonal banners and holiday decorations and lighting. These amenities are intended to enhance the appeal and attraction of each parcel within the PBID, especially during the year-end holiday season which is usually the busiest and most profitable part of the year for many Larchmont Village businesses. It is noted that PBID funds may be further supplemented by annual holiday decoration grants from the Los Angeles Department of Water and Power.

Any PBID funded amenities will only be provided within the PBID boundaries and only for the direct benefit of each parcel within the PBID; therefore funding these amenities constitute “special benefits” to each assessed parcel.

The City owned “pay as you park” public parking lot in the PBID will directly benefit from physical amenities by keeping the area clean and litter-free which, in turn, enhances the desirability of parking vehicles in this public parking lot and increases parking revenues to the City.

4) **Administration/Operations:** This program element funds the costs for day to day contract management; preparation of regular PBID related reports, office expenses, legal fees, City/County assessment district fees, accounting/bookkeeping fees, and Directors & Officer and General Liability insurance.

This component is key to the proper expenditure of PBID assessment funds and the administration of PBID programs and activities which are intended to benefit each parcel within the PBID through increased commerce through increased customers, clients and sales and the attraction and retention of businesses. Because this program exists only for the direct benefit of each parcel within the PBID and will only be provided for matters occurring within the PBID boundaries, this program constitutes a "special benefit" to each assessed parcel.

5) **Contingency/Special Fees/Reserve:** The contingency in used to cover City and County assessment related fees, uncollected assessments and unexpected expenditures. Unexpended funds carried over from the previous year are added to this category.

The contingency/special fees/reserve only related to PBID matters, therefore this program element provides a "special benefit" to the assessed parcels.

Sincerely,

Erin M. Dolan
Manager

LARCHMONT VILLAGE PROPERTY OWNERS BUSINESS IMPROVEMENT DISTRICT

Larchmont Village **April 22, 2014**
Property Owners Association **1st Quarter 2014**

Last week, the LVBID hung brightly colored banners featuring our iconic boulevard clock on the light posts. Adding a splash of color amidst the ficus leaves and shop awnings, they help to better identify and brand our village. A recurring City permit means they'll hang permanently except when switched with our holiday lights each winter or for upcoming village events.

The financials for the 1st Quarter 2014 are as follows:

BUDGET LINE ITEM	*ANNUAL BUDGET 2014*	*AMOUNT SPENT THIS QUARTER 1/01/14-3/31/14*	*AMOUNT SPENT YEAR TO DATE 1/01/14-3/31/14*	*PROJECTED SPENDING FOR NEXT QUARTER 4/01/14-6/30/14*
Sidewalk and Trash Bin Maintenance	$69,500.00	$15,645.00	$15,645.00	$17,375.00
Tree Pruning	$0.00	$0.00	$0.00	$0.00
Marketing	$20,000.00	$5,300.00	$5,300.00	$5,000.00
Adm/Operating expenses	$17,800.00	$2,120.00	$2,120.00	$7,100.00
Physical Amenities	$25,000.00	$0.00	$0.00	$0.00
Contingency/ Reserves/Misc.	$3,858.13	$0.00	$0.00	$0.00
TOTAL	$136,158.13	$23,065.00	$23,065.00	$29,475.00